

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2024-2025

2. Information on the discipline

2.1. Name	Contemporary civilization: Introduction to Cultural Studies (in English)								
2.2. Code	24.0223IF2.1-0002								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	prof.univ.dr. MARINESCU Roxana-Elisabeta				roxana.marinescu@rei.ase.ro			
	S(S)	prof.univ.dr. MARINESCU Roxana-Elisabeta				roxana.marinescu@rei.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 2.00
	S(S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 28.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	83.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	26.00
Additional documentation in the library, on specialized online platforms and in the field	26.00
Preparation of seminars, labs, assignments, portfolios and essays	24.00
Tutorials	1.00
Examinations	6.00
Other activities	

4. Prerequisites

4.1. of curriculum	Knowledge and skills of academic communication and study
4.2. of competences	Knowledge of the English language at B1-B2 level, cf. Common European Framework of Reference for Languages (CEFR)

5. Conditions

for the C(C)	Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile op\phones during classes other than instructed. Students are not to be late for class.
for the S(S)	Seminars require rooms with internet access. Seminar attendance is mandatory. Assignments and other seminar task are compulsory. Plagiarism is forbidden. Students are not allowed to use their mobile op\phones during classes other than instructed. Students are not to be late for class.

6. Acquired specific competences

PREFESSIONAL	C1	Effective communication in at least two modern languages (language B and language C), in a wide variety of professional and cultural contexts, by resorting to specific oral and written registers and linguistic variants;
PREFESSIONAL	C2	Adequate use of written and oral mediation techniques, as well as of translation and interpretation techniques from language B or C in language A and vice-versa, in general and semi-specialized fields;
PREFESSIONAL	C5	Networking in various institutional contexts (institutions, business entities, NGOs) and use of general and semi-specialized knowledge in professional fields applicable to the specialization undertaken
PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;

7. Objectives of the discipline

7.1. General objective	Acquiring knowledge about cultural studies developing understanding, academic thinking and critical analysis of basic texts in the area of cultural studies for intercultural negotiation and linguistic mediation in the context of international business.
7.2. Specific objectives	<ul style="list-style-type: none"> • Demonstrates knowledge of fundamental concepts in the area of cultural studies • Develops capacity of understanding, academic thinking and critical analysis by reading, listening and watching written texts, images, films, audio/video materials on cultural studies. • Develops the capacity of comparing „texts” from different cultures. • Develops study skills, evaluation and self-evaluation skills through applying principles, norms and values of professional ethics within one’s own rigorous, efficient and responsible work strategy. • Develops team work skills through identifying and applying relationship and efficient working techniques within a multilingual and multicultural team. • Improves accuracy and fluency in oral and written English in academic and professional environments.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Presenting the methodological guide to elaborate team projects and presentations, as part of oral assessment.	Lecture + teacher-students + students-students interactions	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction.

2	Presentation of the history of cultural studies as an academic subject. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
3	Presentation of the history of cultural studies as an academic subject. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
4	Analysis of some theories regarding cultural studies and their impact on international business and economics. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
5	Analysis of some theories regarding cultural studies and their impact on international business and economics. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
6	Gender studies in cultural studies and their impact on international business. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
7	Gender studies in cultural studies and their impact on international business. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
8	British and American Cultural Studies – similarities and significant differences. Cultural Studies in Romania. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
9	British and American Cultural Studies – similarities and significant differences. Cultural Studies in Romania. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
10	UK and postcolonialism: between nostalgia and historic realism. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction

11	UK and postcolonialism: between nostalgia and historic realism. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
12	The impact of American culture on Europe: Americanism and Anti-Americanism. Part 1	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
13	The impact of American culture on Europe: Americanism and Anti-Americanism. Part 2	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources.	Course support is electronically sent to the students in advance of classes. It is recommended to read it in advance to be able to participate in class interaction
14	Final revision	Interaction with students	

Bibliography

- Synergy Journal, Synergy, ASE, Bucuresti, www.synergy.ase.ro, România
- Storey, J., Cultural Theory and Popular Culture. A Reader., CUP, Cambridge, 1994, Marea Britanie
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- Schwarz, Henry and Ray, Sangeeta (eds.), A Companion to Postcolonial Studies, Blackwell Publishers, Londra, 2000, Marea Britanie
- Miroiu, M., Drumul către autonomie. Teorii politice feministe, Polirom, Iasi, 2004, România
- Kymlicka, W., Multicultural Odysseys., OUP, Oxford, 2007, Marea Britanie
- Campbell, N., Kean, A., American Cultural Studies. An Introduction to American Culture (2nd ed.), Routledge, Londra, 2006, Marea Britanie
- Best, S. and Kellner, D., Postmodern Theory. Critical Interrogations., Macmillan Press, Londra, 1991, Marea Britanie
- Belsey, C. and Moore, J (eds.), The Feminist Reader., Blackwell, New York, 1997, Statele Unite ale Americii
- Barker, C., Cultural Studies. Theory and Practice., Thousand Oaks & Sage Publications, Londra, 2003, Marea Britanie
- Abercrombie, N. and Warde, A., Contemporary British Society. Third edition completely revised and updated., Polity Press, Londra, 2000, Martinica
- Anderson, B., Imagined Communities. Reflections on the Origin and Spread of Nationalism., Verso, Londra, 2006, Marea Britanie

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Discussing requirements for the seminar and presentation of syllabus, bibliography and requirements for oral and written assesment.	Idem	Seminar materials are distributed to students electronically. Students are recommended to go through the seminar materials in advance to be able to interact in the seminar.
2	The history of Cultural Studies as an academic subject. The Centre for Contemporary Cultural Studies at Birmingham University. Marxism, culturalism, (Post) structuralism, Postcolonialism, Posthumanism, etc.	Idem	Idem
3	Case studies on key concepts of Cultural Studies. British and American Cultural Studies. Cultural Studies in Romania.	Idem	Idem
4	Gender studies – case studies.	Idem	Idem
5	British and American Cultural Studies - similarities and differences. Romanian Cultural Studies. Examples and case studies.	Idem	Idem
6	UK: devolution and nationalism. Centre vs.periphery in a postcolonial context. Case studies.	Teacher-students + students-students interactions	Idem
7	US: Discrimination and stereotyping. Case studies.	Presentation	Idem
<p>Bibliography</p> <ul style="list-style-type: none"> - - Marinescu, R-E (coord.), David I., Nicolae, M, Dancing through English for Intercultural Communication,, ASE, Bucuresti, 2018, România - Marinescu, R. E. (coord.), David I., Grosu-Radulescu, L.M., Cultural Studies, ASE, Bucuresti, 2017, România 			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.
Permanent contact with representatives of professional associations in the field.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Interaction and participation in activities organised for this subject: questions, comments, examples, case studies	Frequency and solidity of interaction Reading the course support before the lectures	10.00
10.2. S(S)	Involvement in preparing and discussing topics Homework Individual academic essay Project presentation: in groups	Continuous and final self, peer and teacher assessment Reading and understanding the course support before the lectures Realising individual and group research as requested with coherent and proper usage of methodology	40.00
10.3. Final assessment	Critical analysis of cultural „texts”	Coherent and proper usage of techniques and methodology Final oral exam.Understanding, critical thinking and analysis of basic documents in the	50.00
10.4. Modality of grading	Whole notes 1-10		

10.5. Minimum standard of performance	<p>Writing an academic essay on a topic related to cultural studies.</p> <p>Elaborating a group project on cultural studies in order to prove research abilities and team work skills through identifying and assuming team roles and responsibilities and applying relationship techniques and efficient work skills.</p> <p>Proving understanding, critical thinking and analysis skills and competences by reading, listening and watching texts, images. Oral exam on the online platform.</p>
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Date of listing,
06/13/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,